

L Number	Hits	Search Text	DB	Time stamp
1	121	search NEAR3 resuts or search near3 outcome	USPAT	2003/05/23 19:33
2	80810	ad or advertisement or coupon	USPAT	2003/05/23 19:32
3	0	(search NEAR3 resuts or search near3 outcome ) WITH (ad or advertisement or coupon)	USPAT	2003/05/23 19:33
4	2048205	result	USPAT	2003/05/23 19:33
5	1381	(ad or advertisement or coupon) near5 result	USPAT	2003/05/23 19:33
6	7671	search NEAR3 results or search near3 outcome	USPAT	2003/05/23 19:33
7	18	(ad or advertisement or coupon) near5 (search NEAR3 results or search near3 outcome )	USPAT	2003/05/23 19:34

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Excite@Home Launches New Shopping Service for Holiday Shoppers.

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New E-Commerce Initiative Simplifies Online Shopping for Consumers  
Intel Technology Solidifies Platform for Consumer and Merchants  
REDWOOD CITY, Calif., Nov. 15 /PRNewswire/ -- Excite@Home (Nasdaq:  
ATHM) today unveiled the Excite Shopping Service, located at  
<http://shopping.excite.com>. The Excite Shopping Service assists consumers  
in efficiently identifying, locating and purchasing the products that best  
suit their individual needs. Taking the online buying experience beyond the  
Shopping Channel, Excite Shopping is now integrated throughout the entire  
Excite portal service, available through Excite's award-winning  
personalization, content Channels, product-based searches and search  
results. Visitors to Excite can search for specific products, compare  
products side-by-side, employ a product locator service, consult gift  
guides at various specialty stores, or ask to be notified of product  
availability through their Excite Inbox, My Excite Start Page or any  
existing email account.

(Photo: <http://www.newscom.com/cgi-bin/prnh/19990528/SFF034> )

"Our new shopping tools help empower consumers by increasing,  
simplifying and speeding-up the product selection and buying process," said  
Kris Carpenter, vice-president, commerce, Excite@Home. "We believe  
consumers are constantly looking for ways to make smarter buying decisions,  
and this new service makes it even easier for them to find the information,  
products and services they want and need."

Above and beyond existing portal shopping services, the Excite  
Shopping Service provides one of the simplest, fastest and easiest ways to  
shop online by using targeted product searches, personalized features and  
integrated search results. Excite Shopping Service uniquely integrates a  
searchable directory of millions of products, stores, and merchants  
throughout the Excite network. Built with e-Commerce technologies from  
Intel Corporation, Excite Shopping is the first portal shopping service to  
enable consumers to search for products by specific type, feature or price  
range within vertical product categories. For example, shoppers can search  
for cameras by type (disposable, digital, 35MM, etc.) and price range to  
find the camera that best meets their needs. Unlike other portal shopping  
services, this service also provides users performing generic searches on  
Excite.com with "in-context" product suggestions. For example, a user who  
does a search for "shoes" on the Excite.com search engine will find related  
information, product descriptions and provider links along with standard  
Web search results.

Extending the company's electronic commerce strategy, Excite@Home has  
uniquely integrated shopping with personalization in two ways: Shopping  
Alerts and "Special Requests." The Shopping Alert, unique amongst portals,  
actively searches for products and price changes within the Excite shopping  
database that match what the shoppers are looking for, and notifies them  
through their personalized My Excite Start Page, Excite Inbox or any  
existing email account. The "Special Requests" feature, through a  
partnership with Respond.com, ensures consumers will receive personal  
notification of unique product and service requests unavailable through  
Excite Shopping Service merchants. "Special Requests" saves consumers the  
time and effort it would have taken them to search the Web for these unique  
items.

Breadth, Depth and Personalized Attention ...

With more than 2,500 merchants represented, and offering over one  
million products, the new service will bring some of the largest,  
best-known online and real-world merchants together along with hundreds of  
additional new specialty and trend setting merchants. The service offers  
consumers a number of easy ways to shop online, including:

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-- Simple and powerful product search: Shoppers can use [redacted] word searches to find any product within the Excite Shopping product database, and can specify product type, feature or price within product categories to narrow search results and find the products that best match their needs.

-- Integrated product listings for Excite.com search results: When a consumer performs a generic search on Excite.com, the Excite Shopping Service will return relevant product suggestions. Results will feature matching product descriptions, key Web sites, and related information.

-- Personalized Shopping alerts: In the coming weeks, shoppers will be able to create personalized shopping alerts to be notified of new products and price changes that match their criteria or profile. Shopping alerts will be sent to a user's personalized My Excite Start Page, Excite voicemail, Excite Inbox or any email account.

-- Gift ideas -- Mini-shops and hand-selected merchandise: Excite Shopping editors will provide gift ideas and suggestions as "guides" within seasonal mini-shops. This holiday season, Excite expects to feature mini-shops for Christmas, Hanukkah, Kwanzaa and a 3-D toy and electronics shop that will allow shoppers to interact with some of the season's hottest gifts.

-- "Special Requests": To help consumers fulfill unique requests, Excite@Home has partnered with Respond.com to find products or services not available through merchants on the Excite Shopping Service. This "Special Requests" service will locate and return requested information directly to consumers.

-- More shopping resources: Excite Shopping offers a comprehensive set of resources for locating and buying products, including integrated merchandise from Excite Classifieds and Excite Auctions, directory and yellow page listings for off-line shopping locations, and electronic greeting cards from Blue Mountain Arts.

**MERCHANT SERVICES**

Merchants participating in the Excite Shopping Service gain exposure to millions of Excite portal users and are connected with shoppers at the point of purchase. Shoppers choosing to buy an item are referred directly to the merchant's Web site to complete the transaction. Excite@Home has built its shopping service under a joint development agreement with Intel (Nasdaq: INTC). In addition, Intel Online Services currently hosts the product database and merchant services for the Excite Shopping Service at its newly opened data center.

Intel provides technology that enables merchants to upload and manage their products and related information in the Excite Shopping Service. Merchants that don't currently have an online storefront can build one through Intel's iCat Commerce Online or Excite StoreBuilder, formerly a technology of iMALL. Through these store-building solutions, merchants can create their storefronts within a matter of hours, rather than weeks, and immediately begin offering products to the millions of Excite customers. First Data Corporation (NYSE: FDC) integrates and provides all back-end payment process services, including online merchant account activation and setup as well as access to its SurePay(R) Payment Gateway service supporting multiple payment types, for merchants using Excite StoreBuilder. For more information on merchant services, visit <http://merchants.excite.com>.

**About Excite@Home**

Excite@Home is a global media company offering media services through Excite ([www.excite.com](http://www.excite.com)) and broadband subscription services through @Home ([www.home.com](http://www.home.com)) and @Work ([www.work.com](http://www.work.com)). MatchLogic ([www.matchlogic.com](http://www.matchlogic.com)) offers marketers industry leading digital advertising capabilities including rich media production, ad and email services, user profiling and targeting and database analysis and management all integrated into a

complete solutions package. The company has a worldwide footprint of 72 million cable homes to deliver on its vision of bringing personalized content to consumers "All Band, All Device, All the Time."

For investor information about Excite@Home, please call its stockholder services hotline at 888-924-9248.

NOTE: Excite@Home, @Home, and the @ logo are trademarks of the AtHome Corporation and may be registered in certain jurisdictions. All other brands and products are trademarks of their respective companies.

This press release contains forward-looking information within the meaning of Section 27A of the Securities Exchange Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the safe harbors created by those sections. Actual results may differ materially due to a number of factors, including the Company's ability to continue to attract traffic to its Web sites. The matters discussed in this press release also involve risks and uncertainties described in Excite@Home's filings with the SEC. Excite@Home assumes no obligation to update the forward-looking information contained in this press release.

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